



Ashley Kate
HR & Finance

HR Director Boardroom

November 2021

EVERSHEDS
SUTHERLAND

 **Compelling Culture**

INTRODUCTION

Ashley Kate HR & Finance along with Eversheds Sutherland (International) LLP have been coordinating HR Director Boardroom events for over 10 years. Each year we invite influential HR Directors to talk openly about topics pertinent to the HR Community.

The idea behind this format is to bring HR Directors together in a boardroom to discuss and debate the topic presented; Partners of Eversheds Sutherland (International) LLP chair these meetings.

Since the global pandemic, we have adapted the HR Director Boardroom and Employment Law Updates events to an online video platform, to ensure we are still supporting the HR community. The first of which took place in June 2020.

This workshop was presented by Catherine Garrod, founder of Compelling Culture.

"How to build an inclusive organisation"

- The difference between diversity, inclusion and belonging
- The cost of underrepresentation
- What organisations need to do
- What every individual can do

Following is the summary from this session. If you are interested in joining one of these events or would like to be considered as a guest speaker, please get in touch with:

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DISCUSSION TOPIC

"How to build an inclusive
organisation"

Presented by Catherine Garrod, from Compelling Culture.



SUMMARY

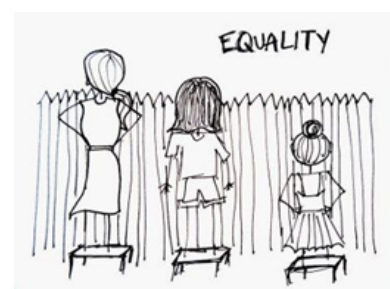
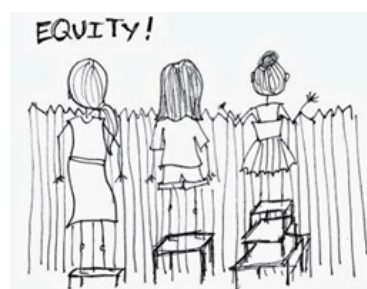
What does diversity and inclusion really mean?

- Diversity is being asked to the party (facts/numbers)
- Inclusion is being asked to dance (choice/action)
- Belonging is dancing like no one is watching / to music of your choice (feeling)



What's the difference between equity and equality?

- Equality is treating everyone the same
- Equity is giving people what they need to have the same experience
- Inclusion is taking down the fence



Organisations remaining relevant

The population is 7.9 billion and has increased 7-fold over 200 years, which means our society and demographics are ever changing. Organisations that have a long heritage weren't built to be as inclusive as the need to be today so the work to unpick 'one size fits all' is significant and essential to remain relevant.

The cost of not having D&I

Catherine talked about most people waking up, wanting to do good and aren't intentionally creating disadvantages. But we all have bias and 90% of our decisions are automatic and based on our own experiences.

Examples were shared across hygiene, healthcare, PPE, road safety, public transport, personal profiles, social media, tech and life events where diversity was missing. And the consequence for patients, consumers and customers...and reputation and profits.

One example is known as the racist soap dispenser that only dispenses soap for people with white skin.



https://www.youtube.com/watch?v=YJjv_OeiHmo

What organisations need to do

To make inclusion conscious, every decision that affects people needs to be slowed down and good questions to reflect on are:

- Who aren't you serving?
- Who benefits the most and least?
- Is that deliberate?

Automatic thinking needs to be disrupted in:

- Policies, processes and systems
- Attraction, progression and retention

To build an inclusive culture people want to be valued, heard and involved.

Organisations need data insight to understand where to focus and see if what they're doing is working. Challenges need to be transparent and progress needs to be celebrated.

Don't do it if you can't measure it

What can everyone do?

Five things anyone at any level can do:

1. Make sure there's a mix
2. Invite everyone to join the conversation
3. Deliberately seek alternative perspectives
4. Ask what would make people included
5. Get to know people not just like you

Everyone can curate their learning from books, movies, social media feeds and events that they take part in. If you are usually drawn to people like you (which is typical) then change it up for a wider perspective.

Take courage in small steps every day.

If you aren't consciously including people, you're probably accidentally excluding people

FEEDBACK

“ I found the event to be really helpful, informative and thought provoking ”

“ I think the set up of the session is great, very informative and thought provoking discussions. ”

“ It is great to build up a network of like-minded individuals. HR can be a lonely place! ”



CATHERINE GARROD



Catherine created Compelling Culture to help organisations improve employee experience and deliver services and products that reflect all the brilliant people living across society. Before setting up her own business, Catherine led Sky to be the most inclusive employer in the UK with 80% of teams increasing diversity.

She's worked across industries, knows what works and gets results by making the complex simple and getting people involved.

[Follow Catherine Garrod on LinkedIn for practical tips every week.](#)

www.compellingculture.co.uk

Sign up to the Crown Jewels and Whoopsie-daisy newsletter to hear great examples of engagement, diversity and inclusion from other organisations - the Crown Jewels, and learn from an example where it didn't go so well - the Whoopsie-daisy.



Ashley Kate HR & Finance

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